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Future Publishing LLC

News & Views

The first international conference on sustainable energy, blockchain, and cryptocurrency (SEBC-2022)

Sarah White*

The first international conference on sustainable energy, blockchain, and cryptocurrency (SEBC-2022) was an online conference organized by "Future Publishing LLC" [1] on August 01-03, 2022. The SEBC-2022 was supported by Ocean Falls Blockchain [2], Guidehouse Insights [3], CoinPedia Fintech News [4], and WAM [5]. The SEBC conferences are platforms for sophisticated professors, researchers, engineers, and managers from the academic world, financial and blockchain companies, and digital coin developers to demonstrate their constructive activities and discuss "how to make a clean and environmentally friendly digital world?" The objective of the SEBC-2022 conference was to provide a forum for scientists and researchers from academia and industry to discuss critical challenges in sustainable energy, blockchain, and cryptocurrency. Particularly, presentations, discussions, and exchange of knowledge focused on the following areas:

1. Energy and Cryptocurrency
- Renewable and Sustainable Energy Sources
- Clean Mining Technology
- Sustainability in Cryptocurrency
- Green Electricity
- Solar Energy
- Hydropower
- Wind Power
- Geothermal Power
- Tidal Power
- Biomass and Biogas
- Fuel Cell
- Climate Change and Environmental Issues

2. Blockchain
- Blockchain in Social Networking
- Blockchain in Cyber-physical Systems
- Blockchain and Distributed Ledger Technology
- Blockchain in Mobile Cellular Networks
- Blockchain Technology in the Marketing System
- Manufacturing Supply Chain Data Management
- Blockchain and Electric Vehicles
- Blockchain and Energy Sectors
- Blockchain and Financial Services
- Blockchain in Hospitality and Tourism Sectors
- Blockchain and Smart Grid
- Blockchain and E-healthcare Systems

3. Smart City
- Smart City and Infrastructural Development
- New technologies for Smart Environment
- Renewable Energy and Smart Grids
- Policy Development in Smart Communities
- Mobile Crowdsourcing for Smart Cities
- Socio-technical Challenges in the Implementation of Smart Communities
- Smart Cities and Socio-economic Development

4. Financial Technologies
- Artificial Intelligence and Machine Learning in finance
- Cryptocurrencies and Regulation
- Financial Innovation, Entrepreneurship, and Start-up Funding
- Digital and Mobile Banking
- Mobile Wallets
- Cybersecurity and Consumer Data Protection
- Digital Supply Chain Management

In the welcome speech, Professor Seyed Ehsan Hosseini [6], the chair of the conference, pointed out "to make cryptocurrency technology sustainable, using renewables such as photovoltaic solar power, wind energy, tidal power, geothermal power, hydroelectric power, fuel cell, and biomass must be developed". In his presentation, he explained how cryptocurrency could be used to develop renewable energy.

Professor Seyed Ehsan Hosseini, Arkansas Tech University, Executive Chair of SEBC-2022

In his keynote speech, Professor Nir Kshetri [7], from the University of North Carolina-Greensboro, USA, presented blockchains' energy consumption and environmental impacts with a special focus on the political and social discourses and key argumentations. Professor Kshetri has authored twelve books and about 200 academic articles, and his books and articles have been translated into Arabic, Chinese, German, Spanish, French, Japanese, Portuguese, and other languages.

Professor Nir Kshetri, the University of North Carolina-Greensboro, USA

Due to his novel scientific contribution to the area of blockchain, Professor Kshetri received the "Future Lifetime Achievement Award". This award honors outstanding leaders in Energy, Environment, and Technology who have made significant contributions to the advancement of sustainability in the world, and their research supports the future. This award is intended for individuals with valuable accomplishments in the field of sustainability who have had a significant impact on the future of the world's environment.

Professor Mark A. Jamison [8], from the University of Florida, USA, talked about "A Marketplace for Sustainable Blockchain and Cryptocurrencies". In his keynote presentation, Professor Jamison pointed out that the crash of crypto and NFT market values highlights where these vehicles fit into investors' risk management strategies, entrepreneurs' and consumers' transaction strategies, and governments' regulatory schemes. He also mentioned that "Developers' choices regarding energy sustainability affect these players' strategic choices and also become a lever that competitors to the crypto and NFT marketplaces can and do use to gain a regulatory advantage."

Professor Mark A. Jamison, the University of Florida, USA

Professor Jamison is the Gerald Gunter Professor and Director of the University of Florida's Public Utility Research Center and the director of the university's Digital Markets Initiative. He is also a Non-Resident Senior Fellow with the American Enterprise Institute. He is the co-founder of the Florida Blockchain Think Tank and of the Metaverse Think Tank. Due to his novel scientific contribution to the area of network industries, Professor Jamison received "Future Lifetime Achievement Award".

The philosophy of the SEBC-2022 conference was to address the energy and environmental concerns related to the development of the digital world. In this context, 68 conference participants and 26 papers were presented during the conference sessions. The catalog of the conference, including the biography of the presenters and their abstract, is given in Appendix I. The SEBC-2022 speakers and participants were from the United States, Canada, Europe (UK, Spain, Romania, Austria, Denmark), Asia (Japan, India, Malaysia, Singapore, and United Arab Emirates), and Australia. All submitted abstracts were reviewed and accepted by the SEBC-2022 Scientific Committee. Selected papers have been invited for publication in Future Technology Journal [9], and next published after the second round of review. Special thanks should be directed to the Members of the Scientific Committee and Reviewers for reviewing the conference abstracts. Their valuable comments contributed to the enhancement of the quality of the conference. The Second International Conference on Sustainable Energy Blockchain & Cryptocurrency (SEBC-2023) [10] will be on August 01-02, 2023 (online), and all professors, researchers, CTO's, Heads of Innovation and Technology, IT Directors, Telecom Providers, Developers, Government, Technology Providers, Investors are invited to participate in this conference actively.

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[9] https://fupubco.com/futech
[10] https://gsusi.com/

First International Conference on

Sustainable Energy Blockchain & Cryptocurrency

Online

01-03 August 2022

Energy and Cryptocurrency

Blockchain

Smart City

Financial Technologies

info@gsusi.com

https://gsusi.com/

First International Conference on

Sustainable Energy Blockchain & Cryptocurrency

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First International Conference on

Sustainable Energy Blockchain & Cryptocurrency

First Section: August 01, 2022

No	Speaker Name	Presentation Title	Time (CDT)
1	Dr. Ehsan Hosseini	Introduction to SEBC-2022	08:00 AM-8:30 AM
2	Dr. Nir Kshetri	Blockchains’ energy consumption and environmental impacts: Political and social discourses and key argumentations	08:30 AM-09:00 AM
3	Dr. Mark Jamison	Making Cryptos and Blockchain Sustainable	09:00 AM-09:30 AM
4	Dr. Matthew Dixon	Fixed point computation on Solana: a Billion times more energy-efficient than BTC?	09:30 AM-10:00 AM
5	Break		10:00 AM-10:15 AM
6	Dr. Hoshang Kolivand	Future Challenges Wearable Technologies	10:15 AM-10:40 AM
7	Dr. Horst Treiblmaier	Bitcoin’s Energy Consumption Revisited: Facts, Myths and the Road Ahead	10:40 AM-11:05 AM
8	Mr. Oded Orgil	Ocean Falls Blockchain	11:05 AM-11:30 AM
9	Mr. Victor Karpenko	How to GROW and SCALE Any Crypto Project With Organic Traffic From Google	11:30 AM-11:55 AM
10	Ms. Julia Benz	Blockchain for Energy, Transactive Energy and Certificates of Origin	11:55 AM-12:20 PM
11	Break		12:20 PM-12:50 PM
12	Mr. Tamas Daniel	GameFi: opportunities or challenges The revolution of GameFi	12:50 PM-01:15 PM
13	Ms. Inés Jiménez	Multivariate dynamics between emerging markets and digital asset markets: An application of the SNP-DCC model	01:15 PM-01:40 PM
14	Ms. Lauren Packard	Crypto Has an Emissions Challenge. Here’s What Leaders Can Do About It	01:40 PM-02:05 PM
15	Mr. Sherwood Moore	Solving for Climate Change- Building an Open Global Climate Accounting System with Hyperledger	02:05 PM-02:30 PM
16	Mr. Grant Samms	Analyst Insight: Energy Blockchain Applications in Smart Cities	02:30 PM-02:55 PM

First International Conference on

Sustainable Energy Blockchain & Cryptocurrency

Second Section: August 02, 2022

No	Speaker Name	Presentation Title	Time (CDT)
1	Dr. Chew Tin Lee	Systemic Solution for Food Waste Valorisation	07:35 AM-08:00 AM
2	Dr. Warwick Powell	The Changing Shape of Modernity: The Reemergence of Distributed Systems	08:00 AM-8:25 AM
3	Dr. Shreeshivadasan Chelliapan	Anaerobic Reactors for Wastewater Treatment & Biogas Production-Advancement and Opportunity	08:25 AM-08:50 AM
4	Dr. Parneeta Dhaliwal	Deep Learning Techniques for Watermarking	08:50 AM-09:15 AM
5	Dr. Seyed Mojib Zahraee	The role of blockchain in the woody biomass supply chain to generate sustainable renewable energy	09:15 AM-09:40 AM
6	Dr. M.J.Jeyasheela Rakkini	Reinforcement learning approach for optimal selection of relative gain in bitcoin mining pools	09:40 AM-10:05 AM
7	Break		10:05 AM-10:20 AM
8	Dr. Sonia Al Barghuthi	Blockchain for Gulf Financial Sectors – UAE Case Study: Insights from CFOs and CIOs with Opportunities and Challenges	10:20 AM-10:45 AM
9	Dr. Jason See Toh Seong Kuan	Internal corporate governance mechanism and executive compensation: Evidence from Singapore manufacturing firms	10:45 AM-11:10 AM
10	Ms. Panteha Khodakarami	The Effect of Business Technology Strategy on Inward Export Performance in the Malaysian higher education industry	11:10 AM-11:35 AM
11	Dr. Mohammad Farajnezhad	Blockchain, Cryptocurrency, and Monetary Policy Transmission in BRICS	11:35 AM-12:00 AM
12	Ms. Julia Benz	Multivariate dynamics between emerging markets and digital asset markets: An application of the SNP-DCC model	12:00 AM-12:25 PM
13	Mr. Taylor Ryan	Marketing in Web3	12:25 PM- 12:50 PM

Monday, August 01, 2022 08:00AM-08:30AM (CDT)

An Introduction to SEBC-2022

Prof. Ehsan Hosseini

Arkansas Tech University, USA

Abstract

Due to the impressive growth in digital coin trading, most cryptocurrencies' market cap has increased drastically. Therefore, more people are engaged in the mining process, causing a significant increase in electrical power consumption. To make cryptocurrency technology sustainable, using renewables such as photovoltaic solar power, wind energy, tidal power, geothermal power, hydroelectric power, fuel cell, and biomass has been implemented. While the profitability of renewable electricity-based mining is lower than grid-based mining, the latter method compensates for better sustainability in cryptocurrency and lower environmental costs. First International Conference on Sustainable Energy; Blockchain and Cryptocurrency (SEBC-2022) is a platform for sophisticated professors, researchers, engineers, and managers from the academic world, financial and blockchain companies, and digital coin developers to demonstrate their constructive activities and discuss “how to make a clean and environmentally friendly digital world?” The possible ways to make the cryptocurrency mining process clean and environmentally friendly are discussed at this conference.

Biography

Dr. Hosseini is an Asst. Professor in the Department of Mechanical Engineering at Arkansas Tech University (ATU). He established Combustion and Sustainable Energy Laboratory (ComSEL) at ATU working on several energy-related projects. Dr. Hosseini has published two books, and more than 95 scientific papers and his research has been funded by NASA and the Department of Transportation (DoT). Before joining Arkansas Tech University, Dr. Hosseini was a postdoctoral research fellow in the Combustion and Solar Energy Laboratory with the Department of Mechanical Engineering at San Diego State University working on a hybrid solar thermal energy generation system funded by the Department of Energy (DOE).

Monday, August 01, 2022 08:30AM-09:00AM (CDT)

Blockchains' energy consumption and environmental impacts: Political and social discourses and key argumentations

Prof. Nir Kshetri

University of North Carolina-Greensboro, USA

Abstract

Blockchain networks' energy consumption has been a controversial issue. According to Cambridge Bitcoin Electricity Consumption Index (CBECI), the Bitcoin network consumed 0.61% of the world's total electricity production in March 2022, which is more than the total consumption by Ukraine or Norway. This presentation analyzes existing discourses surrounding blockchains' energy consumption and looks at the actors and actions involved. It offers a detailed description of how crypto enthusiasts, policy-making agencies, activists, consumers, and corporations hold divergent perspectives about blockchains' energy consumption. It also provides an evaluation of various factors that affect blockchain networks' energy consumption and resulting environmental impacts. It is argued that whether certain blockchain use is justifiable or not requires an analysis of a number of considerations such as the ultimate goal of blockchain use, phases and types of blockchain transactions, the source of energy used, locations where blockchain applications are carried out and specific type of blockchain used.

Biography

Nir Kshetri is a Professor at the University of North Carolina-Greensboro, USA. He has authored twelve books and about 200 academic articles. His books and articles have been translated into Arabic, Chinese, German, Spanish, French, Japanese, Portuguese, and other languages. He has been ranked among the world’s top 0.03% researchers in the 2021 list of the World’s Top Researchers by Stanford University. Nir’s work has been featured by hundreds of media outlets such as Wall Street Journal, Foreign Policy, The Economist, Al Jazeera, Public Radio International, Scientific American, and Bloomberg TV. He has provided consulting services to the Asian Development Bank, the Commonwealth Secretariat, various UN agencies, and a number of private companies. He is a two-time TEDx speaker about the roles of emerging technologies such as artificial intelligence (https://www.youtube.com/watch?v=W6da0kEfBsY&t=590s) and blockchain in fighting poverty (https://www.youtube.com/watch?v=WDo_Jlov9R4). Nir has traveled to more than 100 countries.

Monday, August 01, 2022 09:00AM-09:30AM (CDT)

A Marketplace for Sustainable Blockchain and Cryptocurrencies

Prof. Mark A. Jamison

University of Florida, USA

Abstract

Recent events are testing the markets for cryptocurrencies and blockchain. The crash of crypto and NFT market values highlights where these vehicles fit into investors' risk management strategies, entrepreneurs' and consumers' transaction strategies, and governments' regulatory schemes. Developers' choices regarding energy sustainability affect these players' strategic choices and also become a lever that competitors to the crypto and NFT marketplaces can and do use to gain regulatory advantage. Keys for success for developers include understanding the value propositions that they present, how energy costs affect their value, and how the pricing mechanisms work for and against the paradigm shifts that they represent.

Biography

Dr. Jamison is the Gerald Gunter Professor and Director of the University of Florida's Public Utility Research Center and the director of the university's Digital Markets Initiative. He is also a Non-Resident Senior Fellow with the American Enterprise Institute. He is the co-founder of the Florida Blockchain Think Tank and of the Metaverse Think Tank. He received his Ph.D. in economics from the University of Florida and writes on competition and innovation issues related to information technologies.

Monday, August 01, 2022 09:30 AM-10:00 AM (CDT)

Fixed point computation on Solana: a Billion times more energy-efficient than BTC?

Prof. Matthew Dixon

Illinois Institute of Technology, USA

Abstract

Despite the meteoritic rise of cryptocurrencies and DeFI applications, there is no floating point arithmetic standard on blockchains due to the compute cost. The absence of floating point arithmetic creates severe challenges for blockchain applications resulting in over-flow and underflow. Moreover, the DeFI system implements a patch-work of adhoc and poorly documented fixed point solutions leading to incompatibility and application failures. We demonstrate a fixed point arithmetic standard which guarantees arithmetic error for basic arithmetic operations within a tolerance determined by efficiency constraints. We demonstrate the error properties of these computations on Solana, a proof-of-consensus blockchain with a severely constrained budget on each instruction in a transaction.

Biography

Dr. Dixon is an Associate Professor in Applied Math at Illinois Tech. He holds a PhD in Applied Math from Imperial College, London, and was a postdoc at Stanford University. He has published over 40 articles in fintech relating to machine learning in finance and blockchain engineering, including a textbook on Machine Learning in Finance. He is the recipient of this year's Buyside Quant of the Year Award, an Illinois Tech innovation award, and the College of Computing's Dean Award for Excellence in Research, and his research has been funded by Intel, Dell, NASA JPL, and the NSF in addition to being quoted in the Financial Times and Bloomberg Markets. He is the technical co-founder of CFXLabs, which is creating the first global stablecoin settlement network.

Monday, August 01, 2022 10:15 AM-10:40 AM (CDT)

Future Challenges Wearable Technologies

Prof. Hoshang Kolivand

Liverpool John Moores University, Liverpool, UK

Abstract

There is no doubt that Augmented and Virtual Reality(AR/VR) has changed the world recently and has the potential to become a fascinating widespread requirement in daily life. In about two decades, AR/VR has turned into one of the most attractive topics involved in a variety of topics attempting to obtain satisfactory results. Wearable devices are playing the main role in AR/VR Human-Computer Interaction in general. We are going to face a new world that AI will be the heart of, and AR/VR its eyes using wearable devices. In this speech, I am going to present what I have done so far using wearable devices. The current advances and future directions of using wearable devices will be discussed along with the revenue of these technologies.

Biography

Hoshang Kolivand is an Associate Professor in AI and Mixed Reality at Liverpool John Moores University, UK and a Visiting professor at Barath University, India. He received his MSc degree in Applied Mathematics and Computer Science from Amirkabir University of Technology, Tehran, Iran, and his PhD from Universiti Teknologi Malaysia (UTM) in 2013. His background is in 3D maths & Computer Graphics in particular Augmented and Virtual Reality. Over 150 international publications in the area of 3D visualisation, immersive technology & human Computer Interaction. A global leader in this field, invited to address the current & future advances of immersive technology in several high-ranked international events.

Monday, August 01, 2022 10:40 AM-11:05 AM (CDT)

Bitcoin's Energy Consumption Revisited: Facts, Myths and the Road Ahead

Prof. Horst Treiblmaier

Modul University Vienna, Austria

Abstract

The growing energy consumption of Bitcoin is caused by its proof-of-work (PoW) algorithm, which is an essential component of the Nakamoto consensus. So-called miners need to deploy highly specialized hardware to solve a cryptographic puzzle and the first one who manages to do so receives a specific amount of the cryptocurrency bitcoin as a reward. As of 2022, the energy that is used to create new blocks and secure the network surpasses the energy consumption of several countries. In this talk, I summarize the current academic literature as well as the public media coverage of Bitcoin's energy use, discuss alternatives to PoW and scrutinize conflicting opinions on this matter. I clarify the question whether this amount of energy is actually needed, if the protocol can apply a different form of consensus and if the demand will continue to grow. Additionally, I juxtapose numerous positive and negative effects that result from Bitcoin's energy use and strive to answer the question whether this use of energy can be justified. I end the presentation with an outlook on how Bitcoin can potentially evolve and what role its energy consumption plays for its future development.

Biography

Dr. Horst Treiblmaier is a Full Professor and Head of the Department of International Management at Modul University Vienna. Previously, he was a Visiting Professor at Purdue University, UCLA, and UBC. He participated in various EU programs and worked for the European Technology Platform ALICE. He has authored and edited books on technological transformation and published more than 150 articles in leading academic journals and conference proceedings. He is a research associate at the UCL Centre for Blockchain Technologies and an affiliated member of the academic faculty network at the Blockchain Center of Excellence at the University of Arkansas.

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Monday, August 01, 2022 **11:05 AM-11:30 AM (CDT)**

Ocean Falls Blockchain (OFB) - The Future of Sustainable Blockchain

Mr. Oded Orgil

Ocean Falls Blockchain Corp., Canada

Abstract

Bitcoin mining often gets a bad reputation regarding energy consumption; however, it is far from the truth. Bitcoin mining is actually cleaner than traditional banking. According to a Valuechain study that calculated the average lifespan of Bitcoin mining rigs, it was determined that Bitcoin's global network consumes 88.95TWh per year, and the banking system uses 4,981TWh. More efficient mining rigs are being developed. There are green initiatives, like TerraPool and the Crypto Climate Accord, that will bring Bitcoin closer to 100% green status. There are also cleaner energy sources for powering mining rigs, such as hydroelectricity. The current crypto winter is a good thing for the environment. The first miners to close up will be those who do not use sustainable energy to power operations and have inefficient practices due to rising energy costs. Miners using sustainable energy, like OFB, will be responsible for leading the industry into a greener future. Switching from fossil fuels to renewable energy will be part of blockchain's future, but OFB believes transparency and community approval will also be keys to the blockchain's industry growth. Blockchain and crypto have mixed reviews currently, and because of this, governments are trying to regulate and ban the technology. Furthermore, multiple companies within the industry have been under fire for the operations that taint the industry's overall image. Therefore, blockchain companies need to become more transparent and earn the trust of communities and governments within their jurisdiction to ensure future growth.

Biography

Oded is a Senior Executive in the Financial Services Sector with over 20 years of experience. He has a proven track record of building and leading profitable organizations. Oded's experience includes Senior Executive positions at Manulife Financial, Canaccord Wealth Management, CIBC Wood Gundy, and Merrill Lynch Canada.

Monday, August 01, 2022 11:30 AM-11:55 AM (CDT)

How to GROW and SCALE Any Crypto Project With Organic Traffic From Google

Mr. Victor Karpenko

CEO and co-owner at SeoProfy, Florida, USA

Abstract

Topics Mr. Victor Karpenko to talk about are as follows:
- How to set up right SEO teams that deliver from scratch
- How to scale SEO traffic from Google: from process to results
- Data Driven SEO: How to make important SEO decisions fast and dominate Google search

Biography

SEO expert, the founder, and CEO of SeoProfy
15+ years of experience in SEO, with 10+ years focused on English-speaking markets like the US, UK, Canada, Australia, New Zealand, and Western Europe.
5+ years in the crypto Niche
CEO at SeoProfy – 150+ employees' company that focuses only on SEO traffic for clients
Product owner in LinkChecker.PRO – SaaS tool for effective link building.

Monday, August 01, 2022 11:55 AM-12:20 PM (CDT)

Blockchain for Energy, Transactive Energy and Certificates of Origin

Ms. Julia Benz

Guidehouse Insights, Colorado, United States

Abstract

Blockchain is a technology that can help solve many of the challenges facing the energy industry today–particularly the utility and grid industry. Blockchain, a decentralized, smart data platform can streamline process and provide security, transparency, and smart governance to the industry. Most common use cases of blockchain in energy to date, according to Guidehouse Insights' Energy Blockchain Project Tracker, are Transactive Energy (TE) and Certificates of Origin (COO). TE allows energy market players on any level from customer to retail to wholesale to trade renewables in real time. Blockchain can automate processes and even dispatch directly to distributed energy resources to manage load and optimize the grid. COO such as Renewable Energy Credits (REC) or Guarantees of Origin (GO) aim to offer companies and large commercial players a way to buy renewable energy to reach climate objectives. Blockchain help companies track and verify the creation of renewables and the transactions. Blockchain is also being used to help companies and the grid achieve 24/7 carbon neutral goals with granular COOs that are geographically and temporally match a company's specific energy site requirements. The energy blockchain market is expected to grow in the coming years as social and regulatory pressures encourage large players to cut emissions and improve sustainability practices. The efficiency gains offered by blockchain-enabled practices are also expected to drive growth. The entire market remains in early stages, though some use cases are beginning to scale.

Biography

Julia Benz is a research associate on the Data Insights team at Guidehouse Insights. Julia's focus is on blockchain technology in energy. She also contributes to research and reports focused other emerging energy technologies. Prior to joining Guidehouse Insights, Benz worked at E Source where she consulted on a variety of utility programs. She was also an analyst and strategist for Vessel Works, a reusable cup service startup and an intern for Solar Stewards, a startup working towards more equitable renewable energy credits. Benz holds a BS in sustainability in development from Brown University.

Monday, August 01, 2022 12:50 PM-01:15 PM (CDT)

GameFi: opportunities or challenges
The revolution of GameFi

Mr. Tamas Daniel

WAM Global Inc., Romania

Abstract

We are at the forefront of a new era in digital experiences. Blockchain technology is going to revolutionize how we interact with the internet, and with each other. A future where every individual has control of their identity, autonomy over their assets, and all-inclusive access to an open financial system. And as developers and designers, it is our responsibility to shape sustainable solutions for the future. The current state of blockchain development is one where we are focusing on innovation. As such, sustainability has taken a back seat. This is understandable given the nature of blockchain technology: it is still in its infancy, and there are many opportunities for improvement. We encourage everyone to consider sustainability alongside these opportunities for underdeveloped nations and globally as we move forward into this new age of digital experiences. If we want to protect our planet from climate change, then we need to build on blockchains that are sustainable from both an environmental and social perspective. This does not just mean using renewable energy sources for mining, but also ensuring that the data collected (and stored) by these blockchains does not put undue strain on our planet's resources or cause harm to people living in developing nations who do not have access to clean water or electricity (or even land).

Biography

Tamas Daniel started his gaming career in 2007 by co-founding IDEA Studios, an indie game studio, and publisher. He is also a big believer in browser technologies, open platforms, and blockchain tech. Since 2007 he and his team created more than 4000 viral online games that reached more than 3 billion players worldwide. In 2016 he co-founded Digitap with the purpose of pushing the boundaries of game publishing targeting the browser as a truly free and open platform without gatekeepers. In 2017 following the PirateBay hype with the Monero browser miner, Daniel launched coinerra(dot)com to experiment with browser mining. In 2021 Digitap launched WAM App, the world's first play-to-earn hyper-casual crypto gaming platform. WAM App has over 3.5 million users now and was nominated at Best Innovation category at Mobile Games Awards 2021.

Monday, August 01, 2022 01:15 PM-01:40 PM (CDT)

Multivariate dynamics between emerging markets and digital asset markets: An application of the SNP-DCC model

Dr. Inés Jiménez

Universidad de Salamanca, Spain
Coauthors: Andrés Mora-Valencia, Javier Perote

Abstract

This paper analyzes the high-order moment transmission between emerging and digital asset markets after the turmoil originated by the Covid-19 pandemic. To this aim, we use a semi-nonparametric approach that accounts for dynamic conditional correlation and spillover effects, not only in conditional volatility but also in conditional skewness and kurtosis. Thanks to the flexible stepwise SNP-DCC methodology, the model provides consistent results related to the volatility spillovers and high order moments such as conditional skewness and kurtosis. For the empirical application we have considered three indices that represent the market of the crypto industry and companies related to them, such as Bloomberg Galaxy Crypto Index (BGCI), Bloomberg Galaxy DeFi Index (BGDI), and Bloomberg Future of Finances Future of Finance (BGFOF) and the three main emerging market indices such as MSCI Emerging Markets Latin America Index, MSCI Emerging Markets Europe and MSCI Emerging Markets Asia Index. The results show the evidence of volatility transmission between markets where Future of Finance, Crypto and DeFi receive volatility from all emerging markets. In particular, we find a (positive) transmission of volatility from emerging markets to digital asset markets, as a signal of market integration, but also a (negative) transmission of skewness and kurtosis from Crypto index to Emerging Asia index and skewness from Emerging Europe index to Crypto index, which points to an indirect relation among the extreme movements of these markets.

Biography

Inés Jiménez is a (Postdoctoral) Research Associate in Economics at the Universidad de Salamanca. She has been visiting scholar at the University of Westminster (UK) and has a previous experience in the banking sector. Her main research interests are risk management and forecasting and, particularly, on cryptocurrencies, topics covered in her recent publications in the journals Mathematics, Operations Research Letters, Risk Management and Research in International Business and Finance.

Monday, August 01, 2022 01:40 AM-02:05 AM (CDT)

Crypto Has an Emissions Challenge. Here's What Leaders Can Do About It

Ms. Lauren Packard

Tony Blair Institute for Global Change, UK

Abstract

The crypto mining industry's carbon emissions profile is attracting growing public concern (see e.g. New York State PoW moratorium; proposed but later removed EU MiCA provision banning PoW). However, as the China example shows, an outright ban on mining does not meaningfully address this issue. Rather than shutter operations, miners will either move to jurisdictions with less burdensome regulations and cheap energy (leading to a game of mining whack-a-mole with serious local consequences), or they will move operations "underground," obviating any regulatory oversight. Leaders worldwide at the supra-national, national, and regional level must chart a middle path to enable technological innovation while addressing environmental concerns.

This paper, relying on publicly available information as well as interviews with stakeholders across regions and disciplines, will lay out a prioritization framework for policymakers (including environmental protection agencies, utility regulators, financial regulators, and elected officials) looking to regulate crypto mining in their jurisdictions. It will also give concrete, actionable recommendations for policymakers to (1) better enable the use of low-energy protocols; (2) support other energy efficiencies; (3) increase the use of clean energy in crypto mining; and (4) address carbon offsets.

Biography

Lauren Packard is a senior policy analyst at the Tony Blair Institute for Global Change, where she works on technology policy with a focus on crypto. She has ten years of experience in environmental law, including as a litigator in the Center for Biological Diversity's Climate Law Institute and at the California Department of Justice. She holds a J.D. from Columbia Law School, where she received the Alfred S. Forsyth Prize for excellence in environmental law, and a B.A. from Harvard University.

Monday, August 01, 2022 02:05 PM-02:30 PM (CDT)

Solving for Climate Change- Building an Open Global Climate Accounting System with Hyperledger

Mr. Sherwood Moore

Climate Action and Accounting Special Interest Group (CA2SIG), California, USA

Abstract

Climate change can be understood as an accounting problem. Humans have 500 Gigatonnes of carbon emissions left that we can deposit into the atmosphere before we cross the 1.5 °C threshold which our scientists agree represents a doomsday scenario for human civilization. According to the IPCC, we are on track to exhaust this remaining 500 Gigatonne carbon budget in just 10 years at current emissions levels. In order to balance our shared global carbon budget, we must have a system in place that will allow us to work from the same trusted numbers. We need a way to account for all of the carbon emissions that we collectively emit and all the carbon emissions that we collectively mitigate or remove from the atmosphere. Just as a corporation depends on its own accounting system, humanity needs its own Open Climate Accounting System to coordinate our actions together on a global scale. Only then can our Governments, Companies, Not-for-Profit Organizations, and individual citizens have the transparency, trust and accountability needed to support the collaborative effort that averting climate change will require.

Biography

Sherwood Moore is co-chair of the Climate Action and Accounting Special Interest Group (CA2SIG) which is working to leverage digital technologies such as blockchain DLT, open-source software, AI, IOT, Big Data, machine learning, to create a transparent climate accounting system that is capable of balancing global climate emissions against global climate actions in order to achieve a net-zero carbon future. Sherwood holds a Master Masters in Business Administration with 10+ years of experience planning and executing Go-to-Market strategies for early stage tech start-ups. He also has expertise in the field of internet governance, where he supports ICANN's (Internet Corporation for Assigned Names and Numbers) multistakeholder decision-making model to help the global community reach consensus around the protocols, standards, and policies needed to support the security, stability, and resiliency of the internet's Domain Name System.

Monday, August 01, 2022 02:30 PM-02:55 PM (CDT)

Analyst Insight: Energy Blockchain Applications in Smart Cities

Mr. Grant Samms

Guidehouse Insights, Colorado, United States

Abstract

Since 2012, Guidehouse Insights has tracked 465 total energy blockchain projects and 304 unique vendors. Of those 465 projects, 5% employ blockchain technology as part of a smart city project involving the local government (CIT). For comparison, transactive energy (TE) remains the top use case in the energy blockchain space, with 40% of all projects aimed at using blockchain technology to provide an open energy trading marketplace. Deployment of CIT projects has remained steady since 2018, with an average of three projects announced each year. Guidehouse Insights defines a smart city as “a city characterized by the integration of technology into a strategic approach to improving citizen well-being, environmental sustainability, and economic prosperity.” Smart cities take advantage of innovations in digitization and automation to rise to that challenge and to deliver services to their citizens quickly, efficiently, and securely. Blockchain technology is one such innovation. Blockchain can bring authenticity of information to be validated mathematically providing a trustless database and system. In a smart city, these attributes can produce benefits for everything from document provenance (e.g., public land ownership or private health records) to cybersecurity, transportation and transactive energy. Smart cities programs and projects are expanding worldwide, creating sandbox environments that can evaluate and incubate emerging technologies like blockchain. This report takes insights from the Energy Blockchain Vendor and Deployment Tracker with three case studies that demonstrate blockchain’s potential benefits as one tool available to city managers adapting to the digital transformation.

Biography

Grant Samms is a research analyst contributing to Guidehouse Insights' Smart Cities Tracker solution. His research focuses on energy use and efficiency, smart city development, and the human/built environment interface. Prior to working at Guidehouse Insights, Samms led the Rural Energy Project at the Center for Environment and Society at Washington College. His focus there included energy efficiency, resilience, and democratization in rural spaces. He holds an MS in sociology, with a focus on environmental sociology, from Oklahoma State University and a BS in Fisheries, Wildlife, and Conservation Biology from Kansas State University.

Tuesday, August 02, 2022 07:35 AM-08:00 PM (CDT)

Systemic Solution for Food Waste Valorisation

Chew Tin Lee, PhD

University of Technology Malaysia, Johor Bahru, Malaysia

Abstract

Food waste represents the highest composition (44 %) in the world municipal solid waste (MSW). Treatment cost for MSW ranges from USD35/t (low-income countries) to USD100/t (high-income countries). Treatment cost covers collection, transport, treatment, and disposal; where labour and transportation costs account for about half of the treatment cost (USD20-50/t). The transportation cost of MSW could be minimised if food or putrescible waste portion could be separated from the waste stream as collection frequency could be minimised. Separation of food waste from the MSW stream is costly due to the need for raising public awareness, policy-making, collection design and installation, and continual surveillance. Food waste should be valorised to higher value-added products to break even this cost. The last ten years witness a significant increase of publications devoted to food waste valorisation. However, food waste valorisation to value-added products still represents a challenge in many societies. This presentation emphasises a systemic solution to strategise on food waste valorisation with the major challenges and way forward discussed.

Biography

Chew Tin Lee received her PhD in Engineering from the University of Cambridge, U.K in 2004. She currently serves as the Professor in the School of Chemical & Energy Engineering, University of Technology Malaysia (UTM), Malaysia. She is passionate about promoting sustainable organic waste management through the 3R campaign, biomass to energy, and composting. She published over 170 international scientific papers. Lee serves various editorial roles, including in the Journal of Cleaner Production, Energy, and Chemical Engineering Transactions. She was the Director of Global Education at UTM (2008-2016). As the Co-chair/Director of the International Conference on Low Carbon in Asia (www.iclcaconf.com), she runs international summer programs to promote sustainability. She was the Visiting Scholar at the University of Politechnica Madrid (2015) and Shanghai Jiao Tong University (2019). She is a chartered engineer of IChemE U.K. and a member of the Institution of Engineers Malaysia.

Tuesday, August 02, 2022 08:00AM-08:25AM (CDT)

The Changing Shape of Modernity: The Reemergence of Distributed Systems

Dr. Warwick Powell

Queensland University of Technology, Australia

Abstract

Decentralized or distributed energy solutions isn't new. In fact, until the 20th century, energy provisioning was largely on premise. In today's parlance, it was delivered "behind the meter". We are witnesses a renaissance of distributed solutions after a century and a half of "economies of scale" pressure. Distributed information networks can contribute to the adoption of least cost most sustainable energy solutions, not because of the magic of tokenized incentives, but because they begin to break open the information asymmetry and information asynchrony that has plagued energy markets and systems. Tokenisation is subordinate to these effects.

Biography

Warwick Powell is an Adjunct Professor in the QUT Design Lab, Creative Industries Faculty at the Queensland University of Technology. There, he is the industry leader in a multi-disciplinary multi-year research project on the design and application of decentralized information systems in supply chains, focusing on the role of blockchain technologies in the future of international trade. He has published widely on related topics and is the author of "China, Trust, and Digital Supply Chains: Dynamics of a Zero Trust World" (forthcoming - Taylor & Francis). He is also Chairperson and Founder of Smart Trade Networks, a blockchain systems design and development group with projects across multiple continents.

Tuesday, August 02, 2022 08:25 AM-08:50 AM (CDT)

Anaerobic Reactors for Wastewater Treatment & Biogas Production-Advancement and Opportunity

Shreeshivadasan Chelliapan, PhD
Universiti Teknologi Malaysia (UTM), Malaysia

Abstract

Anaerobic Digestion (AD) plays a vital role in wastewater treatment processes. It includes a series of biochemical processes by different microorganisms to degrade organic matter under anaerobic conditions. Methane, the digestion by-product, is a rich renewable energy source that can help replace fossil fuels to contribute to environmental conservation and sustainability. Therefore, AD is widely used as an attractive means for wastewater treatment worldwide while more and more new process configurations are continuously being developed. The advancement of different types of reactor configurations used for the anaerobic treatment of wastewaters is presented in this paper.

Biography

Prof. Ir. Ts. Dr. C. Shreeshivadasan is currently a Professor at the Department of Engineering & Technology, Razak Faculty of Technology and Informatics, and a Research Fellow at the Centre for Environmental Sustainability and Water Security (IPASA), Universiti Teknologi Malaysia. He received his PhD in Environmental Engineering in 2006 from the University of Newcastle upon Tyne, United Kingdom. His PhD research was treating pharmaceutical wastewater containing macrolide antibiotics using an anaerobic digester. He obtained his Master's and Bachelor's degree from Universiti Teknologi Malaysia in Chemical and Environmental Engineering in 1995 and 1997, respectively. His interests primarily concern controlling pollutants in the environment about industrial wastewater using an anaerobic process. Specifically, his research concentrates more on controlling pollutants from various wastewater such as pharmaceutical, paper mill, textile, landfill leachate, and palm oil mill effluents. His latest project was the treatment of textile wastewater using a modified anaerobic baffled reactor and landfill leachate treatment using an anaerobic stage reactor (ASR) combined with a membrane bioreactor (MBR) for the removal of selected micro-pollutants. He is very active in the national and international arena promoting environmental awareness and the concept of sustainability. He is a committee member of the Malaysian Water Association (MWA), Malaysian Water Academy (MyWA), and the Department of Standard Malaysia (for Sewerage) under the industrial research and development section.

Tuesday, August 02, 2022 08:50 AM-09:15 AM (CDT)

Deep Learning Techniques for Watermarking

Dr. Parneeta Dhaliwal

Manav Rachna University, India

Abstract

For Copyright protection, companies watermark the Images that are to be shared over various communication media. Various techniques have been proposed in the past that help in managing the imperceptibility and robustness of the Watermark images. In my talk, I would propose a new technique for the watermark embedding and extraction process in a colored image, giving high embedding capacity and handling the watermark against any kind of attack.

Biography

Dr. Parneeta Dhaliwal is currently working as a Professor, Department of Computer Science and Technology, Manav Rachna University, Faridabad, India. She is also serving as Head, Research Cluster of Computing, Manav Rachna University to facilitate students in their project competitions and research work. Dr. Parneeta has a total of 16 years of teaching and research experience. She has done her Ph.D. and M.Tech, Computer Science and Engineering from Netaji Subhas Institute of Technology, the University of Delhi in the area of Machine Learning. She has published many research papers in International Journals and Conferences of high repute. Her research interests include Machine Learning, Blockchain, Digital Forensics, and Big Data.

Tuesday, August 02, 2022 09:15 AM-09:40 AM (CDT)

The role of blockchain in the woody biomass supply chain to generate sustainable renewable energy

Dr. Seyed Mojib Zahraee
RMIT University, Melbourne-Australia

Coauthors: Nirajan Shiwakoti, Peter Stasinopoulos

Abstract

In recent years, researchers have focused on the transition of economic to socio-environmental problems due to the rapid increase in environmental depletion and degradation of natural resources. Blockchain technology (BT) can potentially redesign the whole supply chain for sustainable goals and practices. Blockchain is a distributed ledger that records all supply chain transitions using a digital database. Bioenergy companies, the biomass industry, and blockchain firms could partner to increase sustainable or woody biomass traceability. The results may provide insights into improving the company's existing track and trace system. This work addresses the role of blockchain in the woody biomass supply chain (BSC) to generate sustainable renewable energy from the economic, environmental, and social sustainability pillars. Results showed that the application of BT is beneficial to enhancing the profits of biomass energy supply chain activities, including collection, storage, and transportation, and improving the overall efficiency of the (BSC).

Biography

Seyed Mojib Zahraee is a young researcher at the prestigious RMIT University, Melbourne-Australia. He is also a research assistant at the RMIT school of engineering. He is a member of the RMIT Cyber-Physical and Autonomous Systems Group, RMIT Transport Research Group, and the Australian Maritime Logistics Research Network. His research interest areas are sustainable biomass supply chain, digital supply chain management, sustainable renewable energy value chain, transportation and logistics, sustainability, optimizing operations, and lean manufacturing. Seyed has published over 60 research papers in multidisciplinary fields, including industrial and mechanical engineering, transportation planning, information technology, supply chain management, and construction management. Additionally, he has reviewed more than 200 papers for reputational journals.

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Tuesday, August 02, 2022 09:40 AM-10:05 AM (CDT)

Reinforcement learning approach for optimal selection of relative gain in bitcoin mining pools

Prof. M.J. Jeyasheela Rakkini

SASTRA Deemed University, India

Coauthor: K. Geetha

Abstract

Bitcoin, the most popular cryptocurrency used in blockchain mining pools, has the miners joining mining pools and getting rewarded for their proportion of hash rate, they have contributed to the mining pool. Relative gain is the number of blocks mined by the selfish miner and added to the main blockchain. The blocks of the selfish miner in the main blockchain, with respect to the total number of blocks in the main blockchain gives the relative gain. The selfish mining pools can deploy a Q learning agent to increase it's relative gain under the consideration of other parameters of the NIST dataset which we have considered. We have devised a Q learning agent with a €-greedy value iteration policy. For the €-greedy value iteration policy by Q learning agent we have taken each observation in the NIST dataset as a state, the Q learning agent performs one of the actions given in the set of actions that would increase his relative gain, from the current state to the destination state.

Biography

I am Jeyasheela Rakkini, Assistant Professor in School of Computing, SASTRA Deemed University, India. I am pursuing my PhD in blockchain, especially the application of reinforcement learning algorithm for mitigation of selfish mining attacks in bitcoin mining pools. My google scholar link is https://scholar.google.com/citations?user=U_7fkq4AAAAJ&hl=en and my orcid link is https://orcid.org/my-orcid?orcid=0000-0002-7354-6210.

Tuesday, August 02, 2022 10:20 AM-10:45 AM (CDT)

Blockchain for Gulf Financial Sectors – UAE Case Study: Insights from CFOs and CIOs with Opportunities and Challenges

Nedaa Baker Al Barghuthi, PhD

Higher Colleges of Technology, United Arab Emirates

Abstract

Blockchain Technology (BC) is fundamental to the cryptocurrency bitcoin as it allows entities to operate in a decentralized manner without intermediaries such as financial sectors and associations. Therefore, this technology would enable commercial and legal agreements to be stored and executed across different web application platforms using agreed-upon smart contracts. It also automates the operations of middle and back-office processes. In the Gulf region, for example, the United Arab Emirates (UAE) government is moving towards the Smart City and integrating BC technology among its services to the public. In April 2018, the UAE government launched a Blockchain Strategy. Under this initiative, 50 percent of government transactions will be processed over a BC platform. Eleven billion dirhams are expected to be saved in transactions and documents prepared in the government sector. The UAE strategy includes four pillars: residence happiness, government efficiency, advanced legislation, and global entrepreneurship. This motivation placed the Government of UAE as a unique and pioneered country in innovation, enabling the ecosystem to be addressed in both the public and private sectors. This strategy is based on three domains: government effectiveness, industry innovation, and international and domestic leadership.

Biography

Dr. Nedaa Baker Al Barghuthi is working in the academic field. She is a faculty member at the Higher Colleges of Technology in the United Arab Emirates. Her Ph.D. area is in Blockchain information security. Dr. Nedaa's teaching interests are blockchain technology and information and network security. Her research interests include blockchain networks, cyber forensics, mobile forensics, information security, computer networking, internet security, digital forensics, small-scale digital forensics, database systems, and security. She has published several peer-reviewed journal and conference papers in the area of blockchain security and small-scale digital device forensics.

Tuesday, August 02, 2022   10:45 AM-11:10 AM (CDT)

Internal corporate governance mechanism and executive compensation: Evidence from Singapore manufacturing firms

Jason See Toh Seong Kuan, PhD
Inti International University, Malaysia
Coauthors: Amran Rasli, Mohammad Farajnezhad, Tee McXin

Abstract

There is still a lot of unresolved issues in the corporate governance mechanism that happening around the world. In general, the core areas in the governance system are the board setting and executive compensation. In the recent years, scholars refer to socioemotional wealth (SEW) theory to describe the implementation by the family firm owners that impose the policy solely for the personal objective that utilizing the company resource without taking into consideration the majority shareholders view. Due to internal governance mechanism is mainly managed by the firm owners, shareholders concern about the rationale of the investment and handling of corporate policy. Based on principal-principal conflict theory, it depicts that firm owners expropriate the benefit of the minority shareholder due to the reason of conflict of interest between the related parties. The primary research objective has been drafted to tackle the aforementioned issues. Regarding the part of the methodology, panel regression analysis was used to analyse and eliminate the issues of autocorrelation and heteroscedasticity. The finding shows direct family involvement is able to provide the antagonistic effect towards the negative relationship between control contestability by the non-dominant shareholders, towards the setting of executive compensation in family firms. Finally, the research output provides a decent theoretical contribution and industrial application in the area of financial management, specifically in the area of governance mechanism. Moreover, this research also aims to provide insights to the independent consultant regarding the compensation setting where they can leverage the finding to apply in their routine advisory task.

Biography

Dr. Jason See Toh Seong Kuan is the senior lecturer of Inti International University that is based at Nilai, Malaysia. The main research interests are centralized within the scopes of financial management and corporate governance. He is currently teaching the subjects of business ethics, corporate governance and business research. Apart from that, he has the involvement in the varsity publishing house by serving the role as an associate editor under the business article review segment. Meanwhile, he has been appointed as the external academic consultant by the local education agency company to enhance the research skill of the international students.

Tuesday, August 02, 2022   11:10 AM-11:35 AM (CDT)

The Effect of Business Technology Strategy on Inward Export Performance in the Malaysian higher education industry

Ms. Panteha Khodakarami
Azman Hashim International Business School, Universiti Teknologi Malaysia

Abstract

Services export plays a significant role in the world economy and poses benefits for businesses and countries. Among the service sector, higher education service has become vital for countries' economic and education sustainability. The flux of international students has created global business opportunities and trade networks. However, past studies have largely focused on exports within the manufacturing industry rather than service exports, particularly on the inward export service industry. Therefore, the study was conducted to investigate the relationship between business technology strategy, cultural sensitivity, and export performance in the higher education service industry. Data was collected from directors of international offices of 137 Malaysian higher education institutions. The PLS-SEM was used for data analysis using the Smartpls3.2.8 software. The findings revealed that business technology strategy is positively related to cultural sensitivity and inward export performance. Furthermore, the study found that business technology strategy mediates the relationship between cultural sensitivity and inward export performance. The findings help researchers in understanding factors that influence inward export performance of higher education institutions. Since business technology strategy plays a mediating role on the inward export performance of higher education, this study recommends that Malaysian higher education institutions (HEIs) to be equipped with the latest education-related technologies in order to increase their internationalisation performance.

Biography

Panteha obtained MBA on 2013, and will receive her PhD degree on 2022 from International business school, University Technology Malaysia. She is an entrepreneur and has both academic and industry experience. She has working experience on export marketing and business development management related job. In academia, her research is on sustainable development, innovative behavior and export performance fields. She has published several articles in various academic journals. Currently she is COO at INTERRESEARCH EDUTECH GROUPS SDN BHD company at Malaysia, active in export development and academic development in the higher education.

Tuesday, August 02, 2022 11:35 AM-12:00 AM (CDT)

Blockchain, Cryptocurrency, and Monetary Policy Transmission in BRICS

Mohammad Farajnezhad, PhD
University Technology Malaysia (UTM), Malaysia

Abstract

The monetary policy transmission mechanism is a complex and interesting topic in macroeconomic literature. Early studies on the monetary policy transmission mechanism through credit channels have focused on the role of capitalization, bank size, and liquidity, particularly in developed economies. However, limited research studies documented the credit channel issue in five major emerging economies: Brazil, Russia, India, China, and South Africa (BRICS) due to their different distinct institutional structure, set of constraints and shocks. Moreover, in the horizon of monetary policy transmission mechanism through credit channel, bank characteristics and macroeconomic variables remained less explored. Therefore, the main aim of this study is to investigate the impact of heterogeneity of bank characteristics on the supply of credit to commercial banks in BRICS countries collectively and individually. Based on 10-year data and sample from commercial banks of BRICS countries obtained from Fitch solution database during the period from 2009 to 2018, this study employed static panel data with pooled OLS, a random effect model, and the fixed-effect model. The conclusion showed that in Russia and China, there is a significant and positive relationship between total assets and loan amount.

Biography

Dr. Mohammad Farajnezhad is an alumni member of University Malaya (UM) and a Ph.D. holder in applied macroeconomics from University Technology Malaysia (UTM) at Azman Hashim International Business School. He also works as an economics education consultant. He has a range of research experiences in Economics, as well as developed empirical methods and statistics, focusing on macroeconomics, monetary economics, financial economics, international economics, and international trade, with a special interest in areas closely related to practice, such as Health Economics. Dr. Farajnezhad has participated in several research projects with collaborators across industry, governments, and universities in Malaysia. Iran and overseas. He has demonstrated a proven track record of accomplishment in the research and publication of high-quality journals, contributing to research projects.

Tuesday, August 02, 2022 12:00 AM-12:25 PM (CDT)

Analyst Insight: Blockchain Solutions in Supply Chain Management for Energy

Ms. Julia Benz
Guidehouse Insights, Colorado, United States

Coauthor: Ben Freas

Abstract

Guidehouse Insights defines SCM projects within the Energy Blockchain Project Tracker as projects that employ blockchain solutions to track materials or validate transactions along an energy-related supply chain. Often, energy blockchain SCM projects are used to collect information, track progress, and improve specific sustainability practices. The inherent characteristics of blockchain enable SCM applications to host a collaborative and shared database to track information along the supply chain. As global supply chains have become increasingly complex due to the number of stakeholders, mistrust of information, and pressures from the pandemic, they have become more difficult to track. These shared databases can also permit regulators to verify emission reductions. Stakeholders can account for assets, certify sustainability, and understand macro-supply chain information. Data can reveal inefficiencies along the value chain and allow companies to cut costs or unnecessary transactions or reveal inefficiencies or congestion points along the chain. The energy blockchain SCM market is expected to grow in the coming years as social and regulatory pressures will likely encourage companies to cut emissions and improve sustainability practices along their supply chains. The efficiency gains offered by blockchain-enabled SCM are also expected to drive growth in this application segment.

Biography

Julia Benz is a research associate on the Data Insights team at Guidehouse Insights. Julia’s focus is on blockchain technology in energy. She also contributes to research and reports focused other emerging energy technologies. Prior to joining Guidehouse Insights, Benz worked at E Source where she consulted on a variety of utility programs. She was also an analyst and strategist for Vessel Works, a reusable cup service startup and an intern for Solar Stewards, a startup working towards more equitable renewable energy credits. Benz holds a BS in sustainability in development from Brown University.

Tuesday, August 02, 2022 12:20 PM-12:50 PM (CDT)

Marketing in Web3

Mr. Taylor Ryan
Klint Marketing

Abstract

Marketing in Web3 is completely different from driving growth in any other industry. In this presentation, you will learn the order of priorities and which foundational projects to focus on to drive your project into the world with a splash. As the VP of Marketing for WeGro and WeGro Data, Taylor and his team successfully launched a crypto token and blockchain solution that resulted in a $40 million total market cap, 10K followers, and 40K page views in under a month's time. Find out what you need to focus on for a successful pre-launch, launch, and post-launch. These tactical and practical insights give any web3 founder and leader immense tools and tactics to build a community and scale their project.

Biography

Taylor Ryan is 6x start-up founder with 15 years of marketing experience. One of the worlds top blockchain digital marketers and growth-hackers with projects all over the world. He's the founder of LayerThreeVentures, an ethical and sustainable Web3 accelerator and venture fund, and runs an award-winning Klint Marketing.